Heath Weaver   heath.weaver@remote-executive.com

With over two decades of experience, Heath has honed a versatile skill set that bridges technical expertise with strategic leadership. Known for driving innovation and efficiency, Heath's career is marked by a consistent ability to adapt and excel in dynamic environments, making a significant impact in every role undertaken.

Career

Personal project to explore AI at EmailsandDeals.com
2024-Aug – 2024-Dec | Brussels

- Designed and implemented a scalable backend with 12 Python microservices, achieving a processing rate of 1 email every 5 seconds, enhancing operational efficiency.
- Improved deal extraction accuracy from 80% to 95% through iterative AI model refinements, demonstrating exceptional analytical skills and data-driven decision-making.
- Reduced page load times from 18 seconds to under 1 second by optimizing database design and implementing Redis for task queuing, showcasing detail-oriented focus on data accuracy and system performance.

Managing Director at Essence of Email Agency
2019-Jun – 2024-Mar | Remote (US Clients)

- Led a team of up to 50, focusing on organization and motivation, enhancing client satisfaction by 10% through strategic reorganization.
- Overhauled customer segmentation and email strategies, resulting in a 34% boost in client revenue, demonstrating a proven track record of driving successful go-to-market strategies.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while improving service quality, showcasing excellent analytical skills and data-driven decision-making.
- Developed LinkedIn and cross-channel lead generation strategies, acquiring 6 new clients in under 3 months, highlighting exceptional communication and collaboration skills with cross-functional teams.

VP of Marketing at Trilogy Software
2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed and implemented marketing assembly lines for 15 SaaS products, enhancing sales enablement and ABM strategies, leading to streamlined product launches.
- Managed Salesforce migration and training, ensuring data accuracy and team readiness, which supported effective ABM strategies and cross-functional collaboration.

Managing Partner & Co-Founder at Retorica & The Specialists Agency
2013-Jul – 2017-Jul | Remote

- Developed and implemented business strategies with the Board of Directors, aiming for differentiation through client-centric and integrated online marketing approaches, enhancing client engagement and satisfaction.
- Oversaw digital division's focus on growing client businesses through testing and optimization of digital presence, including advertising, email, and websites, leading to improved digital footprints for clients.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

- Developed and implemented a business strategy focusing on client differentiation and integrated online marketing, resulting in a 75% increase in revenue and a 40% reduction in customer churn.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe

2007-Jun – 2010-Feb | Brussels

- Led a team of campaign managers, aligning European search activities with local marketing strategies, resulting in a 103% increase in search traffic year-on-year.
- Developed and executed a go-to-market strategy for SEM campaigns across 16 countries, achieving top 5 listings for high-volume keywords and significantly increasing direct sales by 300% over three years.
- Created Sony's first worldwide Marginal Profit analysis, enhancing profitability insights and contributing to VAIO's operational profit turnaround from 0% to over 5% in three years.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

- Led worldwide profitability analysis initiatives, enabling granular insights by country/product/dealer, contributing to NIBT growth and operational profit turnaround from 0% to 5% in 3 years.
- Managed full Sales & Marketing financial processes, including semi-annual budgets and monthly forecasts, enhancing data accuracy and integrity for a €1B+ annual revenue business.
- Streamlined financial processes through automation, reducing monthly workload by 4 days and staff requirements, while improving reporting accuracy and operational efficiency.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

- Automated reporting using Excel VBA (Macros), enhancing management productivity by streamlining data analysis and presentation processes.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr | St. George, UT

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

This CV/Resume was tailored to this position with an AI agent that I built myself. If you'd like to chat with that agent and get more insight into my profile, please visit heathweaver.com/career and enter the code: efb6317fe376117afcb7